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Baidu Announces the Annual Report of Comprehensive Governance of Information Security

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On February 9,
Baidu released
its *2020 Annual Re-
port of Comprehen-
sive Governance of*

Information

Security, announcing its special moves and relevant data concerning combating online false and harmful information and protecting users' rights and interests. According to the Report, the Baidu Content Security Center (BCSC) continuously cleaned up harmful information across all product lines through comprehensive approaches, with over 51.54 billion pieces of harmful information monitored by artificial intelligence techniques, over 80 million removed by manual inspections and over 3.95 million deleted with the help of external feedback, complaints and reports.

In addition to the ongoing fight against harmful information throughout the year, Baidu also launched several dedicated campaigns to conduct special governance in various areas. These include the COVID-19 pandemic, online copyright issues, youth Internet usage, and official website protection of public institutions. The goal of which is to provide a healthier online environment for all users.

Malicious content across all product lines were continuously removed throughout the year

Baidu has many user-oriented products that provide services to hundreds of millions of users

every day. In order to offer users a better Internet experience, Baidu's products have unremittingly been combating harmful information and violations.

In 2020, the Bajia-hao platform removed a total of 1.129 million low-quality articles and permanently banned over 115,000 accounts, including 93,000 malicious marketing accounts, 2,917 accounts involving plagiarism and 4,558 accounts using a false or stolen identity. In July 2020, Haokan Video also launched a special copyright governance campaign named "Hou Yi" Action, which comprehensively carried

out governance on accounts uploading videos without permission. In 2020, Baidu Baike continued to comprehensively monitor and manage all kinds of underground industry information, mainly third-party paid editors, and expanded its area of effect through technical means including strategy determination, manual inspection and user reporting, blocking 38,967 underground industry accounts and cracking down on 1,521 underground industry cases on various online trading platforms throughout the year.

In terms of marketing services, Baidu rejected a total of 284.2 million illegal medical ads and

2.4242 billion non-compliant ads in 2020. In December alone, the figure was 7.66 million and 44.9 million respectively.

The Jimuyu Managed Page launched by Baidu in 2019 had played a vital role in the efforts against non-compliance relating to advertising. Baidu previously provided users with a search portal as an open ecology, wherein Baidu could not directly control how users interacted with linked content and products. The launch of the Managed Page allows Baidu to have independent control over the subsequent path that users enter through searching, effectively im-

improving conversion results while ensuring the compliance and quality of advertisements and products.

Special campaigns responding to COVID-19 were launched to provide authoritative information and services

The COVID-19 pandemic spread across the world in 2020. In order to better help users get more professional and authoritative information and services, Baidu promptly gave full play to the advantages of its information and knowledge platform and launched several channels, functions and services across all product lines to contribute to pandemic preven-

tion and control.

For example, Baidu's fact-check platform can check and refute rumors and help Internet users to effectively tell the difference between real news and fake news; Baidu's services such as "surgical mask information inquiry" and "infected travel companion inquiry" have targeted users' questions about "whether the masks they bought are compliant" and "whether they have contact with infected travel companions" ; Baidu's online free medical consultation services, AI temperature measurement system and intelligent outbound call platform have also

provided convenience to the public during the pandemic. According to public statistics, Baidu Health offered free medical consultation services to over 100 million domestic and international users during the pandemic, with more than 850,000 consultations in a single day.

Multiple special governance campaigns were initiated to combat harmful information and protect the rights and interests of Internet users

According to the *47th Statistical Report on Internet Development in China* released by the China Internet Network Information Center (CNNIC), as

of December 2020, the number of China's Internet users had reached 989 million, and the various Internet use and consumption scenarios have grown extremely rapidly, which has put forward higher requirements for the security governance of the Internet and the protection of the rights and interests of Internet users. In 2020, Baidu launched several special governance operations, conducted targeted crackdowns on all kinds of harmful information, thus purifying cyberspace and improving users' online experience.

At the beginning of 2020, the BCSC

launched a comprehensive “Ecological Governance of Content” special campaign. Starting with its own products, Baidu focused on removing four categories of harmful information, including the use of web pages, forums, and information flow platforms and other channels to disseminate harmful information, harmful graphics, audio and video, illegal live streaming performances, illegal accounts. Baidu adheres to the combination of basic work and special rectification actions by addressing both the symptoms and root causes, taking multi-pronged measures and conducting systemic governance. to continu-

ously fulfill the social responsibilities of enterprises.

In terms of Internet safety for its young users, Baidu launched a special campaign called "Youth Protection 2020" to protect minors from harmful content such as obscene pornography, gore, violence, gambling and fraud, horror and cruelty, and soft-core pornography in 2020. At the same time, Baidu called for strengthening the protection of minors by means of science popularization classes, friendly tips, and pop-ups on the soft-core pornography sites involving minors. Baidu also took the initiative to report illegal clues involv-

ing child pornography to the local public security authorities. In 2020, Baidu Netdisk and Baidu Tieba reported more than 10 cases to the public security authorities regarding activities suspected of spreading and selling child pornography videos, effectively helping arrest criminals and combat illegal acts.

In 2020, Baidu also launched the “Clean Internet 2020” special campaign to crack down on illegal content such as pornography, gambling, drugs, gun violence and terrorism, counterfeiting, fraud and rumors, infringement of citizens’ personal information, feudal super-

stitution, and headline fake news. During the campaign, Baidu cracked down on hundreds of millions of harmful messages through targeted pornography granularity filtering, vulgarity delineation techniques, research on rioting, and other technical interventions. During the “Clean Internet 2020” campaign, Baidu not only combated harmful content across all products but also cooperated with local public security authorities to crack down on illegal and criminal acts at the source. In 2020, Baidu successfully cooperated with the police to uncover more than 220 criminal cases with more than 73 million RMB

involved, such as Internet crimes, Internet fraud, and murder, assisting the public security authorities to arrest more than 300 criminals.

In the “Sword Pointing to Internet 2020” special campaign against online piracy, the BCSC focused on violations such as pirated books, pirated information of audiovisual works, online game private servers, online plugins, illegal sale of resources, etc., during which more than 4 million pieces of information concerning copyright infringements and pirated content were removed.

**The Official Website
Protection for Public**

Institutions Plan continued to advance, covering 200,000 websites

In 2020, Baidu continued to upgrade the previously launched Official Website Protection for Public Institutions Plan to ensure that users can get accurate results when searching for public organizations such as government agencies, institutions, and public hospitals. Now, when searching for relevant public institutions, users just need to confirm the “Official” logo on the right side of the website’s name, which is available on both the PC web pages and mobile platforms.

In 2020, the Baidu

Official Website Protection for Public Institutions Plan began incorporating public institutions such as people's procuratorates, people's courts and petitioning bureaus. It currently covers more than 62 types of public institutions. As of December 31, 2020, the Plan had covered 200,000 official websites of public institutions, a 100% increase from the data announced to the public in September 2019, while covering 20 million search terms. Baidu has also cracked down on fake websites and prevented them from proliferating through technical means such as freezing accounts that provide false information to the

common platform for official website protection of public institutions and restricting their IP addresses.

From the fact that there were more than 51.6 billion pieces of harmful information removed in 2020, we can find that the battle against malicious content on the Internet is a long-term and sustained effort, which requires the cooperation of enterprises and relevant government departments, as well as the engagement and support of Internet users. In the future, Baidu will continue to excavate and process relevant information through various technical means. If

users find any illegal, false, and harmful information while using Baidu's products, they can report to the Baidu Reporting Center at <http://jubao.baidu.com>, and Baidu will check and resolve it as soon as possible.



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